

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Released of Advertisement in “You & I” English monthly magazine, December 2010 issue through M/s. We Media (INDIA) Pvt., Ltd., Banjara Hills, Hyderabad – Publication Charges – Amount Sanctioned Rs.25,000/- - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 55

Dated:20-01-2011

Read the following:

1. Govt.Lr.No.4770/PMU/DDC/2010, Dt.27-11-2010 of YAT & C (PMU) Department.
2. Invoice No.2010-11/WML/884, Dt.23-12-2010 of M/s. We Media (INDIA) Pvt., Ltd., Banjara Hills, Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department released a Full Page colour advertisement to publish in “You & I” English monthly magazine, December 2010 issue, through M/s. We Media (INDIA) Pvt., Ltd., Banjara Hills, Hyderabad. After publication of the advertisement, the agency submitted a bill amounting to Rs.25,000/- for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.25,000/- (Rupees Twenty Five Thousand only) towards publication of the advertisement in “You & I” English monthly magazine, December 2010 issue to M/s. We Media (INDIA) Pvt., Ltd..

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. We Media (INDIA) Pvt., Ltd., Banjara Hills, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)

To,
M/s. We Media (INDIA) Pvt., Ltd., Banjara Hills, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER